
GAME ON



Insight for compelling game development

London - New York - Los Angeles - Chicago - Bentonville



We know gaming

At 4media group our game testing philosophy is tailored to help game developers at all of the main stages of game product development.

With over 20 years worth of senior level gaming industry experience our approach is designed to help the gaming industry address key issues in the different stages of game development

What we do

We work with clients to deliver a range of insight solutions at every key stage in the game development process, including:

- - Proposition and value evaluation
- - Target audience identification
- - Game positioning

Right through to design and play-testing of early builds, exploring :

- - Game design and creative direction
- - Game functionality and navigation
- - Audience reactions and needs

We work hand in hand with our clients guiding the game development process, helping you to identify unmet gamer needs and avoiding costly mistakes.

Our research allows developers and publishers to assess every level of game development and help the following:

- - Storyboard/mood board testing
- - Concept art, visuals and graphics
- - Music and soundtracks
- - Storylines and narratives
- - Trailers and promotions
- - Strategy & Marketing

Real players, real time


Getting the right audience in place is key to successful game evaluation. Not only do participants need to be regular gamers they need to accurately reflect the social and psychological make up of the clients' target market.

Our screening process is rigorous to ensure that only those play-testers who represent the intended real-life market are recruited.

- Our projects are purposely constructed to reflect real gaming environments

play-testing

We typically include 20 to 30 play-testing participants per project who take part in evaluating games in our state of the art gaming laboratories



Testing protocols

We put in place basic protocols to ensure that all of our game solution projects deliver what's required.

Foremost, we believe in evaluations that are as reflective of real-life experiences as possible. That's why our gaming laboratories are as relaxed and informal as possible to reflect the types of environment in which people genuinely play. Our aim is for natural, not enforced consumer responses, that reflect the lives of real gaming situations.

Second, we utilise only the latest and most up-to-date platforms available for PC and console to ensure the reviews reflect the most current technological landscape.

Finally, sample sizes are key. Each qualitative testing session features a robust selection of play-testers allowing us to build up a detailed picture of individual and collective experiences. We work with our client partners to develop a sample frame dependant on and reflective of their needs.

We believe that to really capture the beliefs, feelings and experiences of gamers we need to look at their reactions from multiple angles. That's why, in our approaches, you'll find both qualitative and quantitative elements strongly feature.

Our play-testing scenarios typically consist of ½ day sessions and involve respondents providing a variety of inputs to help us understand them better and their reactions in immersive depth.

This includes examining both qualitatively and quantitatively:

- Gamer's playing history and preferences
- Likes and dislikes
- Open ended game/concept feedback
- Ratings of game assets
- Ratings of game appeal + interest

Within each project a sub-sample of play-testers are selected to give additional qualitative feedback enabling us to deepen our understanding of subjective views and game realism.



AGILE RESPONSE

We provide our clients with detailed game concept and feature analysis, delivering an agile turnaround of findings via a full report and debrief session.

For more information

Lee Kirton

Entertainment director
and Creative producer

lee.kirton@4media-group.com

Ian Jenkins

Global Head of Strategy
& Insight

ian.jenkins@4media-group.com

4media group Ltd
36-40 Maple street
London
W1T 6HE

